Decoding the Success Behind a Cult Following Called Pokemon

Throwback to 1997 and we come across the first episode of **Pokemon** to have aired on television. In the past two decades Pokemon has transformed from being a TV series to a cult among the 90's kids. A cult that has continued to this very day. Even though there have been numerous additions to the original storyline, the popularity of Pokemon is just as vibrant among today's children as it was twenty years back.

With the growing popularity of the series there have been many attempts to recreate Pokemon as a game for multiple platforms and upon further investigation you will find that there are numerous games, from both big and small production companies, on the subject.

The Importance of Marketing and Merchandizing

The craze for merchandizing Pokemons was first seen in the 90s in the form of stuffed toys, school stationaries, tee shirts and home décor, which slowly progressed into console and PC games, followed by online editions and more recently on the Android and iOS platforms. It might seem odd that a TV Series from the 90s garnered so much attention when classics such as Dragon Ball Z and Mario have a greater fan base.

Now this is a topic for debate that we will plan for later. However, it is evident that the merchandizing power of the Pokemon universe is much greater than the other cult classic, as one might call them.

Gaming Over the Years

Even though the games are popular, the makers have always failed to hold on to their initial user base over a long period. Starting from the initial days the pattern has been the same. The only conclusion one might come to from these studies is that the Pokemon platform is great for viewership, but has no impact on gamers.

However, if you happen to be a fanatic and would rather train Pokemon all day than watch TV, there is no dearth of games for you to choose from. Starting from a range of free online

games to the recently-launched Pokemon Go, there are countless games in the Pokemon universe for you to pick from.

These games might not tick the boxes for the best graphics or gameplay that is currently offered by the market leaders today, but nothing beats the sheer joy of turning into a professional Pokemon trainer in your leisure time. For more updates on the latest games, visit noobstation.net.